

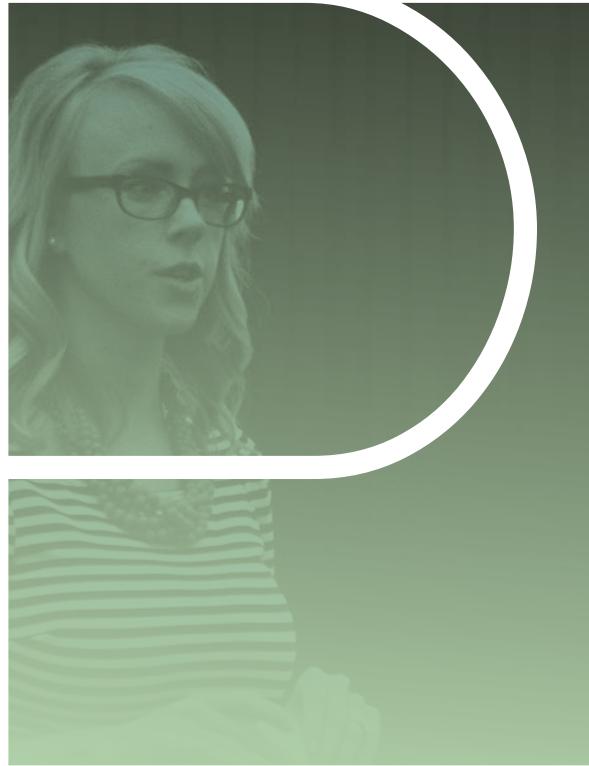


Chamber of Commerce
LA CROSSE AREA

CONNECTION

NOVEMBER - DECEMBER 2016

YOUNG PROFESSIONALS: MOVING THE LA CROSSE AREA FROM GOOD TO GREAT.....PAGE 9



**CHAMBER LEADERSHIP
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Executive Director's Message:

Becoming Lean

LESS WIDE, MORE DEEP

People who know me will strongly affirm that I am a data nerd – and I wear it proudly. To me, there are stories in the numbers. I want to share one recent story that has sparked a lot of conversation as we entered our strategic planning process.

In the past 12 months, we held 205 events that engaged 6,217 individuals.

We defined “event” loosely – from committee meetings to ribbon cuttings to our annual meeting. We also, of course, engaged several individuals more than one time.

The first realization, however, was how many programs and services we offer = 51. Once we added things we do – marketing/social media, tracking members/database management, community engagement, etc. the number jumped to 62. Assigning staff time/expense revealed some very interesting numbers, for example:

- Ribbon Cuttings: \$6,425 a year in time spent. This does not account for the volunteer time.
- Meetings or events in the community, particularly with partnering organizations: \$20,117
- Government Advocacy: \$19,000 in time and other resources/year.

Your reaction is probably the same, “Wow!” But my reaction was also, “That explains a lot.” You see, I’ve been trying to figure out why, with three full time staff, two part time and an intern, we can barely keep up, let alone take on new projects. It’s an opportunity to ask, “How much of that work meets member needs?”

Hence begins a journey our office is taking. We are going Lean. You’re coming with us. Our goal is to evaluate everything based on what value it brings to the member / how it meets needs.



Our strategic plan, which you will read about in this publication, was a very different process. It began with me assessing our members needs. The needs are different depending on the type of member. We have the members who want us to do big things, those who measure their investment based on transactions their business saw, businesses that can give their time while others give money.

The board identified two “destinations”/projects – talent and advocacy. Teams will develop the path to get us where we need to be, but then there’s the train that needs to get us there, as I called it. Nothing new happens if we don’t have an engine full of resources that fuels our efforts, the right people and the right programs that we’re carrying along, and then that we shed as much as we can from the caboose. I am a believer in passion being one of the top fuels. Where people are energized, amazing things can happen even if the Chamber tank has little fuel.

Please help us. Your feedback is critical to helping us determine what programs are valued and which ones we need to shed. The result will be a lean organization driving even greater value to you and your business.

Vicki Markussen

Vicki Markussen,
 Executive Director
 La Crosse Area
 Chamber of Commerce

COVER STORY:

Young Professionals:
Moving the La Crosse Area
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ROCK STARS

Connect. Grow. Advocate. is the bedrock of the Chamber. Here we **Spotlight** some people who help us continue to build on that foundation.

Pulling together our best-yet Chamber Oktoberfest in the Capitol was **LAURA OLSON** (Gundersen Health System), **NATHAN FRANKLIN** (Dairyland Power Cooperative), **LYNN BRUNS** (ISG) and **WILL KRATT** (ISG).

Ribbon Cuttings



**WESTERN TECHNICAL COLLEGE
INTEGRATED TECHNOLOGY CENTER**

Chain cutting for the expanded and renovated Integrated Technology Center.



SHORT ELLIOT HENDRICKSON, INC

Ribbon cutting for new, larger office in the recently renovated, historic Wiggert Building.



**WESTERN TECHNICAL COLLEGE
COLEMAN CENTER**

Celebrated the completely renovated Coleman Center. The oldest building on Western's campus.



SERVES YOU RIGHT, LLC CATERING

Ribbon cutting for their new, much larger location.

Events Recap



SERVANT LEADERSHIP

Viterbo Servant Leadership Professor Tom Thibodeau at the second session of the Servant Leadership had attendees' minds whirling as he showcased the good in all of them and encouraged them to let it shine to those around them. One comment that struck home – remember that for some people we work with, the time they spend with you is the best part of their day. It was driven home by the realization that 66% of our day is spent at work. His group exercises pointed out how easy it is to begin with commonality, not differences. Thibodeau told the group that leadership is bringing different people from different background together for greater good. Leadership is who you are not what you do.

Tom is a living model of the inspirational quotes people hang on their walls. His exercises engaged the audience by having them talk about what resonates and how it impacts them. Everything significant we do, we do for love. Service is love made visible.

Don't miss the opportunity to be inspired and refocused on the people-side of your job. Join the next session of Servant Leadership starting in early 2017.



YPCR EDUCATIONAL LUNCHEON

Dennis Vogel, President and CEO, Citizens State Bank shared with the YPCR group how his organization has worked to raise the bar on branding and workplace culture. Nick Skibba, Business Banking Officer, added to the conversation by offer some insight into applying for business loans. Thank you to both for sharing your time with the group!



THE FORUM

US Senator (R-WI) Ron Johnson spoke at The Forum on his campaign platform of how to stimulate the economy and his focus if re-elected: reduce the regulatory burden, improve the tax system, and keep energy costs low.



BUSINESS AFTER HOURS @US BANK

Thank you US Bank for hosting!

CONNECT IN 60

Managing Growth Before It Manages You

Mark Platt shared his story, and challenges, of his time with Multistack, a local chiller manufacturer. Multistack experienced meteoric growth, and it nearly collapsed the company. Platt shared some of the tough choices that had to be made, and how to deal with a rapidly growing workforce. Following the presentation there was Q & A and also a roundtable discussion on dealing with the difficulties growth can sometimes bring to an organization.

The Connect in 60 series will continue with the next session coming up in early 2017.

Upcoming Events

SERVANT LEADERSHIP PART 2

Registration deadline January 20, 2017
Register online at:

www.lacrossechamber.com

Part 2 of our Servant Leadership Program in partnership with Viterbo University will cover the following four topics:

- Mission, Vision & Virtue
- Affirmation and Accountability
- Building Community
- A Servant Led Culture

Registration is limited to 35 individuals.



YOUNG PROFESSIONALS

Quarterly Social -

December 1 Thursday,
December 1, 2016,
5:30 - 8:00 p.m.

**Mid-West Family Broadcasting,
201 State Street, La Crosse**

**Join YPCR in Mid-West Family Broadcasting's "Liquid Lounge"
as they celebrate 2016!**

- Appetizers and beverages will be available
- Live music
- Station Tours
- And MORE



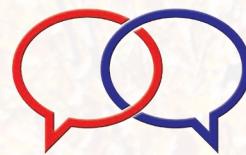
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An advertisement for Meridian featuring a woman blowing a kiss. Text includes: Tradeshow Displays, Retractable Banners, Table Covers, Directors Chairs, 1026 19th Street South, La Crosse, Wisconsin, SuperSizeMyGraphics.com 608-784-2110, and the Meridian logo.



The Forum

NOVEMBER 14:
Election Recap

DECEMBER 12:
Legislation Updates



5:15 - 6:30 PM



NOVEMBER 10:
Springbrook Community Assisted Living, LLC



DECEMBER 8:
La Crosse Wellness Center

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Local Businesses Initiate Community Support of La Crosse Regional Airport with LSE LEADERS Commitment

"IT'S MORE THAN JUST CONVENIENT!"

The airline industry has become a challenging environment for regional airports such as LSE. Pilot shortages, aircraft retirements, airline mergers, and low cost carrier competition at larger hubs have all put strains on La Crosse Regional Airport's ability to maintain a strong economic foothold and to meet air service needs. Today only 25.5% of travelers originating from the 7 Rivers Region utilize the La Crosse Regional Airport. This has resulted in the reduction of flight frequency and has made it extremely challenging to pursue new air service initiatives.

Seeking opportunities to reverse such trends, La Crosse Regional Airport recently launched LSE LEADERS, a program that gives local businesses the opportunity to support our airport, and ultimately our community, through travel policies that consider a commitment to fly LSE.

Economic studies show the Coulee Region has the passenger volume to

provide more service, but needs residents and businesses to recognize and use this valuable resource.

LSE LEADERS looks to local businesses as pacesetters to lead the way and drive support of our regional airport. LSE LEADERS asks businesses to take into consideration both the non-ticket related costs and the productivity benefits of conducting work on travel time rather than time lost resulting from driving to another airport.

To become an LSE LEADER, business leaders would write language into their company travel policy as strict or loose in terms of employee discretion in selecting an airport. Organizations are allowed the flexibility to define what parameters go into their travel policy; the most important aspect being that the La Crosse Regional Airport gains support.

A commitment to fly LSE recognizes our Airport as an important economic asset and ensures it remains viable. Continued support of the La Crosse Regional Airport encourages



additional routes and flight frequency to meet local business and community needs.

Whether a local business depends on the Airport for commerce, employees depend on its comfort and ease, the health of LSE Airport impacts the strength of our economy and quality of life in our communities. As more passengers choose to fly LSE, the more flight options and destinations La Crosse Regional Airport will see.

For information on becoming an LSE LEADER, contact Airport Director, Clinton Torp at torpc@lseairport.com.



The City of La Crosse has a travel policy in place that requires employees to fly LSE for business-related air travel. Similar awards will be presented to other area businesses who chose to include La Crosse Regional Airport in their own business travel policy.

THIS COST CALCULATOR can assist your company in determining the true cost of flying the La Crosse Regional Airport (LSE) versus the Minneapolis/St. Paul Airport (MSP) and the Dane County Regional Airport (MSN). This calculator is available in an Excel format and will be provided to all LSE LEADERS.

DRIVING EXPENSE	LA CROSSE (LSE)	MINNEAPOLIS (MSP)	MADISON (MSN)
DISTANCE	5 MILES	300 MILES	280 MILES
MILEAGE COST (\$0.54/MILE)	\$2.70	\$162.00	\$151.20
PARKING EXPENSE			
NUMBER OF DAYS	3	3	3
DAILY RATE	\$7.00	\$24.00	\$10.00
TOTAL COST OF PARKING	\$21.00	\$72.00	\$30.00
OPPORTUNITY COST			
MINUTES SPENT DRIVING	10	330	270
WAGES (\$25.00/HOUR)	\$4.17	\$137.50	\$112.50
TOTAL NON-AIRFARE COSTS	\$27.87	\$371.50	\$293.70
ONE-WAY FARES - NO TAX	LA CROSSE (LSE)	MINNEAPOLIS (MSP)	MADISON (MSN)
DELTA AVERAGE AIRFARE	\$278.74	\$238.27	\$241.23
AMERICAN AVERAGE AIRFARE	\$255.96	\$218.03	\$264.95
TOTAL TRAVEL COSTS	LA CROSSE (LSE)	MINNEAPOLIS (MSP)	
AMERICAN AVERAGE AIRFARE + MILEAGE & PARKING	\$535.62	\$670.06	

Connecting Members to Members

Santa Claus is coming back to the **AMERICAN FAMILY INSURANCE** - Jason Lassen Agency on Thursday, December 1. There will be a professional photographer available to take photos of your children with Santa as their gift to you from 4:00 p.m. - 7:30 p.m. Everyone is welcome!

Happy two-year anniversary to James Langlois from **AMERICAN FAMILY INSURANCE** - Jason Lassen Agency! James started with American Family Insurance as part of the Holmen High School Transition Program. This program introduced American Family Insurance to an extremely hard worker. Contact 608-526-1337

CHIROPRACTIC FIRST OF LA CRESCENT is hosting Ladies Night on November 17 at the La Crescent Legion from 6:00 p.m. to 8:00 p.m.. There will be free food and drinks, vendors, door prizes, and a coach purse giveaway. All proceeds go to a local charity. Contact 507-895-2225.

EO JOHNSON BUSINESS TECHNOLOGIES received the Top Revenue Performer award from Square 9 Softworks, a document management technology company. The award recognizes EO Johnson as the leader in Square 9's North Central Region, including eight states and two Canadian Provinces.

GERRARD-HOESCHLER REALTORS, INC. would like to congratulate Dave Snyder, Realtor with Gerrard-Hoeschler, Inc. on his installation as President of the La Crosse Area Realtors Association. Dave is a multi-million dollar producer and has earned the Top Salesperson of the Year Award 2013-2015.

HAWKINS ASH CPAS, LLP recently hired Becky Hughes as Human Resource

Manager. In addition to serving as the primary contact regarding employment-related concerns for Hawkins Ash CPAs employees, she provides HR consulting to the firm's clients.

THE LA CROSSE AREA OCCUPATIONAL SAFETY AND HEALTH COUNCIL (LAOSH) is dedicated toward promoting safety in the La Crosse area! LAOSH meets monthly from 11:30 a.m. - 1:00 p.m. for lunch and informative presentations. Learn more about the organization and membership at www.laoshc.org.

The **LOCAL LUPUS ALLIANCE** would like to thank our Goosebumps 6 & 24 hour run/walk sponsors, participants and volunteers for helping us grow awareness. Their generosity helped fuel our mission to assist lupus patients. To learn more, visit www.youdontlooksick.org

The **LA CROSSE SYMPHONY ORCHESTRA, INC.** is excited to announce a Great Gatsby theme with big band music for the 27th Annual Valentine Ball on February 11, 2017. You can purchase tickets at www.lacrossesymphony.org or by contacting 608-783-2121. Tickets are \$100 per person.

MERCHANTS BANK announces Merchants Financial Group, Inc President and CEO Rodney R. Nelson will retire as of January 31, 2017. Winona Market President and Chief Banking Officer Greg M. Evans will take over the position after Nelson's retirement.

VITERBO UNIVERSITY College of Business and Leadership welcomed the first cohort of 14 students from a variety of professional backgrounds in the Online MBA in Health Care Leadership program.

For more information, visit www.viterbo.edu/healthcaremba.

Complete your associates or bachelor's degree with **VITERBO UNIVERSITY**. Viterbo's programs in business, health care, technology, or professional studies are designed for busy working adults. Contact adultlearning@viterbo.edu, 1-888-VITERBO, or visit www.viterbo.edu/adult-learning.

The **WESTERN TECHNICAL COLLEGE** Supervisory Management program prepares individuals to be successful supervisors/leaders with courses in organizational change, team building, project management, quality and diversity, leadership, and safety. Online classes start in January. For more information, contact supervisorymgt@westerntc.edu, 608-785-9168 or visit www.westerntc.edu/superman.

Earn your associate's degree online with the **WESTERN TECHNICAL COLLEGE** Supervisory Management program. Classes designed for individuals who want to improve their managerial, supervisory and leadership skills are led by experienced supervisors. For more information, contact supervisorymgt@westerntc.edu, 608-785-9168 or visit www.westerntc.edu/superman.

After 28 years as the president of **WESTERN TECHNICAL COLLEGE**, Lee Rasch will retire on June 30, 2017, at the end of the current academic year. A national search for the seventh Western Technical College president will soon be underway. For more information, contact 608-785-9890.

GUIDELINES FOR THE "CONNECTING MEMBERS TO MEMBERS" SECTION OF THE NEWSLETTER. Share your business developments with your fellow Chamber members. Submit items before the 10th of the month, no more than 40 words in length and limited to personnel news or changes, new ownership, merger or acquisitions, awards, change of location, expansions, remodeling, or sponsorship of community events. The Chamber reserves the right to edit items over 40 words in length. Submit your information to Dawn Honken at dawn.honken@lacrossechamber.com.



Moving the La Crosse Area from Good to Great

YOUNG PROFESSIONALS EXPLAIN THEIR VISION AREAS

WHEN THE LA CROSSE AREA CHAMBER asked Young Professionals

(defined as 21-40 year olds) what our community needs to attract talent, keep talent and move from good to great, nearly 60 young professionals provided the top insights, followed by 114 gave the drill-down explanations.

Keep in mind, 55% of those providing detail grew up some place other than the 7 Rivers Region. Equally split were those with children and those without. The majority (60%) own their own home.

Of those who did not grow up in the 7 Rivers Region, the following attracted them:

1. A job (34%)
2. Came here for school (29%)
3. My spouse found a job here (15%)
4. Could live anywhere. I chose it. (14%)
5. To be closer to family (8%)

TOP YOUNG PROFESSIONAL ATTRACTIONS

When asked to rank the top attractions to living in the La Crosse area they responded:

1. Accessibility to public parks, hiking, biking, etc. (7.0 ranking score)
2. Family and/or friends (6.8)
3. Cost of living (6.5)
4. Career opportunities (6.1)
5. Local restaurants and bar scenes (6.0)

[NOTE: more details are available on our website in this category]

When asked about quality of our outdoor recreation within a day-trip on a scale of 1-5 (five highest) everything from mountain biking, hiking/trail running to motorized boating to fishing, to dirt bike tracks ranked at least a 4 or higher (three was listed as adequate and five as exceptional).

When asked what could be done to attract talent the group responded with "downtown bars and restaurants" at the higher level. The drill-down survey identified they believe the bars are just the right amount but we need more variety, restaurants have the right mix, and shops tend to be close to the right amount but too few. Nothing ranked as having too many.

CAPTURING OUR APPEAL

The group pinpointed that downtown La Crosse shops are an attraction. They captured the appeal as being (note, they were asked to select all that applied):

1. Locally owned (68%)
2. Mix of residential, offices, retail and restaurants (58.2%)
3. Family friendly (57.2%)
4. Quality of the businesses (49.5%)

[NOTE: more details are available on our website in this category]

Similar to our downtown charm and going beyond, the appeal of our small business/entrepreneurial atmosphere also ranked high in what is needed to retain our talent.

BETTER ACCESS FROM THE RIVER

The top ranking way to move the La Crosse Area from good to great was access from the river to downtown La Crosse.

When asked for their vision, this word cloud represents common themes. Many of the comments focused on something near Riverside Park needing to be safe and tactful.



RENTAL HOUSING CONCERN

Housing came up at the initial top-level ideas meeting. In drilling this down in the survey, there is discussion needed on the quality and affordability of rental housing, particularly. Both ranked 2.2 with 2 being somewhat dissatisfied and 3 being satisfied. Rental locations ranked slightly higher with a 2.6 ranking. Homeownership appears to be satisfactory but with nothing rising above 3.2 for ownership quality, affordability or locations.

[NOTE: more details are available on our website on this topic]



MENTORSHIPS

Mentoring, or perhaps coaching was another high-ranking desire expressed by our Young Professionals. When asked to select what they are seeking out of a mentoring/coaching program, the top desires were:

1. Career Path Advice (73.5%)
2. Best Practices Sharing (65.5%)
3. Expanding Their Horizons (64.3%)
4. Work-Life Balance (57.4%)

[NOTE: more details are available on our website on this topic]

SUPPORT LOCAL SMALL BUSINESS

The Young Professionals firmly believe the small business culture of the La Crosse Area is a key to keeping talent in La Crosse. The words and phrases they most commonly expressed are "encourage entrepreneurship", "provide resources" to startup companies, "locally-owned", "support small business", "positive business climate" and "promote innovation".

HIGH-SCHOOL & HIGHER EDUCATION ENGAGEMENT

The Young Professionals expressed wanting to engage through apprenticeship, internship and other higher-education interactions. They described these interactions (selecting all that applied) as:

1. Increased internship opportunities (73.3%)
2. Engagement of are high school students (68.1%)

3. Mentoring college students (64.8%)

There was some interest in engaging middle schoolers (27.4%) and little interest engaging in younger ages.

HOW THEY ENGAGE IN THE COMMUNITY

The desire to get involved in the community was a top answer in the initial discussions. When asked what they currently are involved in outside of work they answered and to what level (1 not interested and 4 very involved) they replied:

1. Professional Development (2.6)
2. A Cause or Event (2.6)
3. Hobby (2.5)
4. Athletic Activities (2.2)

[NOTE: more details are available on our website on this topic]

WHAT'S NEXT

The Young Professionals are providing valuable information for our community through this survey. In many cases, they will need the engagement of the entire Chamber to spark change, to preserve assets, and to help promote our identified attractions. The effort begins on November 2 with Jason Gilman, La Crosse City Planner speaking to several of these topics at the Young Professionals Meeting. If some of these areas resonated with you, please contact our office. We'll be sure to keep you informed.

YOUNG PROFESSIONALS PARTICIPATED IN A VARIETY OF WORKSHOPS AND SOCIAL EVENTS IN 2016.



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